# **YOUTH OF VIRGINIA SPEAK** OUT ABOUT TRAFFIC SAFETY



## **Membership Manual**

For YOVASO Peer-to-Peer Safe Driving and Traffic Safety Clubs

(A program of the Virginia State Police)

YOVASO Overview and Statistics



**YOVASO Orientation Guide** 

YOVASO Resources to Support Your Peer-to-Peer Club

Action Planning Form and YOVASO Expectations Examples

YOVASO Traffic Safety Campaigns

Project Activity Ideas (Photos)

Leadership Development Training Information

**Your Club Notes** 

## YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY

Introduction and Overview



A Peer-To-Peer Education and Leadership Program on Young Driver and Passenger Safety For:

- High and Middle School Service Learning Clubs
- Youth Groups and Faith-Based Groups

(A Program of the Virginia State Police)

## Introduction

#### Peer-to-Peer Education and Leadership Program

#### An Important Tool in Improving Teen Driver and Youth Traffic Safety

Motor vehicle crashes are the leading cause of death and serious injury to teens. In Virginia, 1,374 teens between the ages of 15 and 20 have lost their lives on the Commonwealth's highways over the past 15 years\*, an average of 92 teens killed each year. Speeding, inattention, distracted driving, underage drinking, inexperience, and failure to use safety belts are top contributors in teen fatalities.

These crashes that so tragically take the lives of our teens are preventable. Through a collaborative approach that involves education, enforcement, teen driving legislation, and statewide commitment, we can work to improve teen driver and youth traffic safety in the Commonwealth.

One key component in preventing these tragic crashes is a peer-to-peer leadership program where students develop and lead safe driving programs specific to the needs of their schools and communities. This approach enables students to learn about and develop safe driving behaviors and to model this behavior to their peers and younger students. The National Highway Traffic Safety Administration and the Governor's Highway Safety Association recognize and support the development of peer-delivered prevention programs that address youth traffic safety.

Youth of Virginia Speak Out (YOVASO) is Virginia's peer-to-peer education and prevention program on young driver and passenger safety. YOVASO is a program of the Virginia State Police and is funded by grants from the Virginia DMV Highway Safety Office. The program is free to all high and middle schools in the commonwealth, and can be started as a YOVASO service-learning club. This guide provides an overview of YOVASO's mission and strategies for addressing the risks faced by Virginia's young drivers and passengers. We invite your school to join with YOVASO in working to engage students in projects that will help educate and influence them to be safer and more responsible in a motor vehicle.

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Mary King YOVASO Program Manager Virginia State Police

\* Data is for Years 2005-2019



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## How YOVASO Benefits My School and Community

## **Influences Health and Safety**

- Safer and more responsible young drivers and passengers
- Fewer crashes, injuries, and fatalities
- Creates a positive driving culture in schools and communities
- Promotes positive relationships between teens and law enforcement
- Provides **FREE** resources and programs on teen driver and passenger safety

## **Develops Student Leadership and Career Experiences**

- Prepares students to be leaders through a service-learning environment
- Provides volunteer work for advanced diploma degrees
- Engages students in the community and community service
- Provides college/resume experience for students planning to pursue careers in health, safety, law enforcement, prevention, teaching, public service, and many others
- Provides students with service learning experiences in marketing, physics, science, health and safety, driver education, and other skills
- Provides students the opportunity to work on a real-world problem affecting their age group and work towards creating change

## Changing the Culture for Safer Teen Driving and Passenger Safety

## **Quick Facts About YOVASO**

- Formed in 2001 by the Virginia DMV Highway Safety Office to address the increasing number of teens killed on Virginia's roadways.
- Started as a pilot program in Southwestern Virginia and went statewide in 2007.
- Funded by grants from the Virginia DMV Highway Safety Office:
  - Program endorsed by the state.
  - Monitored and evalutated quarterly by the state.
- A program of the Virginia State Police since October 1, 2014.
- Virginia's only peer-to-peer education and advocacy program for teen driver and passenger safety.

## *"If we want our teens to make healthy decisions, we have to Empower them to Educate and Encourage each other"*

-National Highway Traffic Safety Adminstration and Governor's Safety Association

## Vision, Mission, and Logic Model

#### <u>Vision</u>

Establish generations of safe teen drivers in Virginia.

#### **Mission**

**Engage, Educate, and Empower** youth to influence a safe driving culture through leadership development and innovative outreach programs.

#### Conditions – Problem Overview

- Motor vehicle crashes in Virginia are the leading cause of unintentional death and injury for youth between the ages of 15 and 20. During the past three years (2017-2019), 192 youth were killed, 22,622 injured, and 2,565 seriously injured in motor vehicle crashes in Virginia. Close to 84,000 youth have been involved in a crash over the three-year period.
- Young drivers are substantially over-involved in crashes in comparison with adult drivers. Young drivers aged 15-20 accounted for 18.5% (71,793) of the state's total crashes, 10.5% (244) of the fatal crashes, and 18.5% (23,517) of injury crashes during the years 2017-2019. The 244 fatal crashes involving young drivers resulted in 266 deaths, including 112 young drivers killed. The 154 additional fatalities were other drivers, passengers, and pedestrians.
- Failure to buckle up is a significant factor contributing to fatalities among young drivers and passengers. Approximately 59% (99) of young drivers and passengers killed in Virginia from 2017-2019 were unrestrained and males accounted for 65% (64) of the unrestrained young driver and passenger deaths.
- Primary causes of young driver fatal crashes in Virginia for 2017-2019 are: Speeding (51% of fatal crashes), Ran off Road (43%), Alcohol-Related (25%), and Driver Distractions (20%).
- Inexperience and immaturity, as well as a lower perception of risk and ability to respond appropriately to complex driving situations are key factors contributing to the higher crash risk for this age group. Studies have shown that an adolescent's brain development is not matured until about age 25, which greatly affects their judgment and decision-making when operating a motor vehicle. Negative peer pressure and unsafe influences from family, community, and cultural role models are also a factor.

#### Target Issues and Trends:

Over-involvement of young males in many of the statistical categories. Young males accounted for 67% of the young drivers killed in 2019, 72% in 2018 and 80% in 2017. Males made up 67% of all teen deaths (driver, passenger, pedestrian) in 2019, 68% in 2018, and 72% in 2017.
December 2017, 2010.

Percentage (%) of Male Involvement in Young Driver Crashes from 2017-2019:

• 69% of Fatal Crashes

- 75% of Ran-Off- Road Fatal Crashes
- 71% of Alcohol-Related Fatal Crashes
- 63% of Distracted Driving Fatal Crashes
- 77% of Speed-Related Fatal Crashes
- 65% of Unrestrained Young Driver & Passenger Fatalities

- Drug-Impaired Driving. There is a misconception among teens and American drivers that it's ok to drive drugged. Teens also believe the odds of being caught and charged with drug impaired driving is low. Facts on Drugged Driving:
  - About 4,000 drivers die each year with drugs in their systems. This doesn't include other victims killed by these drivers.
  - Besides alcohol, THC from marijuana is the most common substance found in the blood of car crash victims, fatally injured drivers, and impaired drivers
  - An estimated 22% of drivers are under the influence of over-the-counter, prescription, or illegal drugs.
  - A 2014 Traffic Safety Culture Index completed by the AAA Foundation for Traffic Safety revealed that "compared to alcohol, American drivers are significantly less concerned about the threat of drug impairment behind the wheel."

#### YOVASO Peer-to-Peer Logic Model for Effecting Change:

To address the high risk for crashes, injuries and fatalities to young drivers and passengers in Virginia, YOVASO engages, educates, and empowers youth at the high and middle school levels in peer-to-peer educational programs designed to:

• change knowledge and beliefs

• teach new skills

- modify attitudes
- garner buy-in and support for Virginia's Graduated Driver Licensing (GDL), Seat Belt, and Zero Tolerance laws

#### Peer-to-Peer: An Evidence-Based Strategy for Improving Young Driver Safety

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) endorse peer education as an effective countermeasure for improving young driver safety.

- Giving teens guided responsibility in their school and community for developing and delivering the novice driving message prompts greater interest, acceptance, and engagement. – GHSA 2012 "Curbing Teen Driver Crashes" report
- ✓ A peer-to-peer or service learning approach can be an effective alternative to traditional public health education campaigns. By utilizing this approach, students learn and develop positive driving attitudes for themselves as well as mentoring peers through active participation in organized service. – GHSA 2010 Report.
- Incentives, competition, and hands-on learning opportunities spark participation among teens GHSA 2015 Report
- Extensive research, published in the last two decades, has shown definitely and beyond question that peer programs can have statistically significant effects on attitudes, norms, knowledge, behaviors, and health and achievement outcomes.

#### Assumptive Strategy:

If YOVASO engages, educates, and empowers youth to influence a safe driving culture through best practices for capacity building, leadership development and innovative outreach programs, then, there is a greater likelihood for sustaining generations of safe teen drivers and passengers in Virginia.

#### Long-Term Outcomes:

- Youth fully engaged at all levels (state, local, regional) in influencing a safe driving culture in schools and communities across Virginia
- Social norms in schools and communities less accepting of risky driving behaviors; youth more supportive of GDL and other driving laws
- **Sustained capacity** of the program to engage, educate, and empower youth through leadership development and innovative outreach programs
- **To reduce deaths and serious injuries** among 15-20 year olds in alignment with the State Highway Safety Plan **Toward Zero Deaths**



## Our students can change the driving culture and save lives!



### Virginia Teen Statistics for 2019

#### Motor Vehicle Crashes, Injuries, and Fatalities in Virginia Involving Teens Aged 15-20

#### All Teens (drivers, passengers, pedestrians, bicyclists, etc.):

- 65 teens killed
- 7,347 teens <u>injured</u>
- 802 teens <u>seriously injured</u>
- 31 (56%) of the teens killed were <u>unrestrained</u>

#### **Crashes Involving Teen Drivers:**

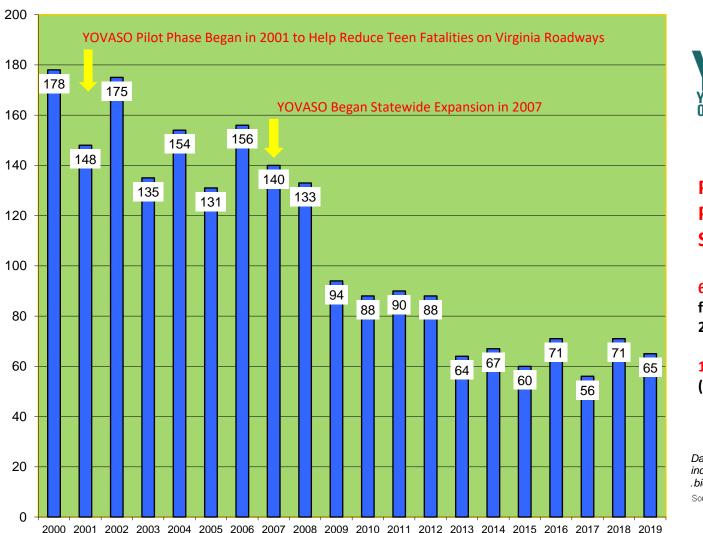
- **23,146** crashes involving a teen driver
- 75 <u>fatal</u> crashes involving a teen driver
- **33** Teen Drivers Killed in Crashes
- **5,037** Teen Drivers Injured in Crashes
- **483** Teen Drivers Seriously Injured in Crashes
- 15 (52%) of the Teen Drivers Killed were Unrestrained

#### Top Causative Factors in Fatal Crashes involving a teen driver:

#### (Number of Male drivers vs. Number of Female drivers)

- 39 (53%) of the fatal crashes involved EXCESSIVE SPEED
  - Males: 33
  - Females: 6
- 34 (46%) of the fatal crashes were caused by RUN-OFF-THE-ROAD
  - Males: 27
  - Females:7
- 14 (19%) of the fatal crashes were ALCOHOL-RELATED
  - Males: 10
  - Females: 4
- 15 (20%) of the fatal crashes were caused by INATTENTION/DISTRACTIONS
  - Males: 11
  - Females: 4

Source: Virginia DMV Highway Safety Office



#### Teens (Ages 15-20) Killed in Crashes in Virginia from 2000-2019

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#### Peer-to-Peer Programs Help Save Lives

63% decline in teen fatalities from year 2000 to 2019

**113** fewer deaths (2019 vs 2000)

Data reflects fatalities in all crashes, including crashes involving pedestrians, .bicycles, mopeds, and motorcycles Source: Virginia DMV Highway Safety Office

## Virginia Young Driver Crash and Fatal Crash Data for 2007 – 2019 Young Drivers (ages 15-20)

### Number of <u>Crashes</u> Involving Young Drivers

200	7 2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Reduction from 2007 to 2019
34,3:	.3 31,454	26,762	24,582	25,502	25,691	24,155	23,251	24,465	24,367	24,247	24,400	23,146	11,167 (32%)

### Number of <u>Fatal</u> Crashes Involving Young Drivers

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Reduction from 2007 to 2019
159	145	107	101	87	100	87	71	77	88	78	89	75	84 (52%)



Orientation Guide for YOVASO Peer-to-Peer Programs

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#### An Important Tool in Improving Teen Driver and Youth Traffic Safety

Motor vehicle crashes are the leading health-risk for teens ages 15 to 20. In Virginia, 1,374 teens have lost their lives on the Commonwealth's highways over the past 15 years, an average of 92 teens killed each year. Speeding, inattention, distracted driving, underage drinking, and failure to use safety belts are top contributors in teen fatalities.

These crashes that so tragically take the lives of our teens are preventable. Through a comprehensive approach that involves education, enforcement, teen driving legislation, and statewide commitment, we can work to improve teen driver and youth traffic safety in the Commonwealth.

One key component in preventing these tragic crashes is a peer-to-peer education and leadership program like YOVASO. Through YOVASO, students will learn about the risks they face in a motor vehicle, then develop and implement safe driving programs to target the needs of their schools and communities.

With teens taking ownership, they can help educate and encourage each other to be safer drivers, passengers, pedestrians, and bicyclists.

## **Orientation Meeting**

<u>**Purpose</u>:** To inform members about YOVASO's mission, support services, and available resources; and assist clubs with set up and membership recruiting.</u>

### Goals:

- Invite your Peer Leaders, SRO, and administration to the orientation meeting.
- Review YOVASO mission and objectives.
- Discuss roles of the club Sponsors and Peer Leaders.
- Discuss best practices, tips, and ideas for a successful club.
- Provide recommendations of Sponsors and Peer Leaders roles.
- Determine how Peer Leaders will recruit club members.
- Deliver Membership Manual to Peer Leaders and Sponsor to review.
- Provide materials (posters) to start recruiting efforts.
- Set up a date for Leadership Development Training.

## Leadership Development Training

**<u>Purpose</u>**: Train Peer Leaders on how to successfully run their club.

## <u>Goals:</u>

- Provide Leadership Development Training to club leaders.
- Provide Action Planning Guide to complete and follow throughout the year.
- Provide guidance to Peer Leaders on how to evaluate club's success and impact within their community.
- Provide a Code of Conduct Contract Peer Leaders must follow.
- Provide a volunteer form for Peer Leaders to complete if they want to track their community service hours.
- Gather Peer Leaders' name and contact information to stay in touch and share YOVASO information.
- Encourage attendance at the Summer Leadership Retreat to meet other Peer Leaders and receive advanced training.

## **Club Membership Training**

<u>**Purpose</u>**: YOVASO Peer Leaders will conduct the Club Membership Training for their club members. This training will equip club members with the knowledge to spread the message of traffic safety through school activities and community events.</u>

## Goals:

- Peer Leaders will present a YOVASO Club Membership Training Prezi to club members on the club's purpose and YOVASO campaigns, activities, and resources.
- The training will provide an overview of the teen driving problem, top causes of teen crashes, and how to reduce risks.
- All members will review the club's Action Plan and discuss everyone's assigned roles/tasks for the club and for each campaign and activity.
- Club Organization: Schedule upcoming meetings, review rules, code of conduct, and roles of members.

## Orientation Step 1: Problem/Mission/Vision

## **Problem Overview:**

- Motor vehicle crashes in Virginia are the leading cause of unintentional death and injury for youth between the ages of 15 and 20.
- □ Failure to buckle up is a significant factor contributing to fatalities among young drivers and passengers.
- Primary causes of young driver fatal crashes in Virginia are:
   Excessive Speed, Alcohol-Related, Run-Off-The-Road, and Distracted Driving

## Mission:

Engage, Educate, and Empower youth to influence a safe driving culture through leadership development and innovative outreach programs.

### Vision:

□ Establish generations of safe teen drivers in Virginia.

If we want our youth to make safe and responsible decisions, we have to ENGAGE, EDUCATE, EMPOWER them to lead the change.

## Step 2: Sponsor's Role

- YOVASO Peer Leaders and club members are trained to create their own traffic safety campaigns with the support of their sponsors. It is very important for a YOVASO sponsor to understand his/her role. The goal of YOVASO is for adult advisors to *empower* students to do everything (or as much as) they can by themselves.
- As a sponsor, your role is to be a continuous source of support and ideas for the students while they are busy getting the club started and planning activities. You will also help to keep the club and its members on the right track!

#### **Recommendations for the Role of a Sponsor:**

- **Empower** the students to do everything they can by themselves.
- **Encourage** and **motivate** the students to be leaders.
- Guide members on choosing **strong leaders** for the club.
- □ Aide students in gaining the support of administration.
- Be a **continuous source of support** and guidance for students.
- Help keep the club and its members on **the right track**.
- Always be **open-minded** with every new idea.
- □ Help with **Educating** students about driver and passenger safety and the importance of their work with YOVASO!
- □ Keep meetings on schedule, but let the **student's do all the talking**.
- **Recognize** club members hard work.
- Remind students to recognize **your community** for their assistance with YOVASO.
- Guide students in **reflecting** on their accomplishments and ways to improve.
- Be **Engaging!**

## Step 3: Expectations of Club Members

<ul> <li>Be responsible and committed to running the club.</li> <li>It is not the Sponsor's responsibility to create everything.</li> </ul>
Develop and implement campaigns and activities. • This club is run by you after all!
<ul> <li>Participate in club meetings and activities.</li> <li>Be Committed!</li> <li>Be Responsible!</li> <li>Be Engaged!</li> </ul>
Lend your creativity and skills!• Your innovative and unique ideas will encourage more teens to drive safely.
<ul> <li>Promote safe driving in your community.</li> <li>Be a role model while practicing safe driving, obeying laws, speaking out!</li> </ul>
<b>Be a role model to younger age groups.</b> <ul> <li>Educate and empower younger generations on the importance of traffic safety.</li> </ul>
<ul> <li>Follow your club and YOVASO rules.</li> <li>Peer Leaders and club members will be required to sign a Code of Conduct Contract after training.</li> <li>The Code of Conduct is meant to promote teamwork and friendship, as well as promoting a type of conflict resolution.</li> </ul>
<ul> <li>Educate your peers!</li> <li>Speak out about the problem and influence safe attitudes and behaviors.</li> <li>Help recruit and train new club members.</li> </ul>



## Step 4: Recruitment of Club Members

## Recruit new members of all grade levels!

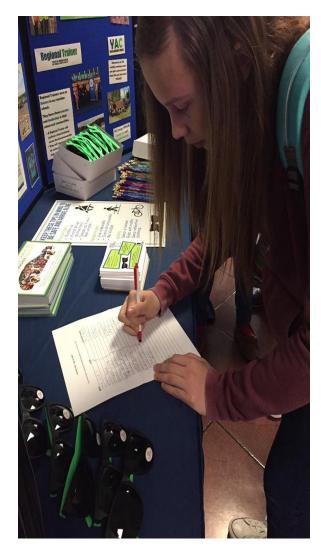
- If your club is all Seniors, you will not have anyone to continue the club next year!
- Find ways to recruit freshman at the beginning of the year. It can help them feel included at a new school.

#### Diversify your club!

- Recruit young males. They are the most at-risk for crashes/fatalities.
- Brainstorm all groups that need to be represented in your school.

#### □ Ideas on how to recruit:

- Put posters and flyers up in your school and community.
- $\,\circ\,$  Visit classes and speak to the students about YOVASO.
- Host an info session during lunch or before/after school-YOVASO Recruiting Table.
- $\,\circ\,$  Participate in your school's club fair.
- Write an article for your school's newspaper, newsletter, television program or morning announcements.
- Invite your friends/classmates to join YOVASO!
- $\circ\,$  Join forces with other clubs within your club!
- Refer to your Membership Manual for more information/ideas.



# Step 5: What Does a YOVASO Club Do and How to be Successful?

#### □ What is the Purpose of a YOVASO Club:

- Awareness promote continuous mindfulness in the school and community about the problem of motor vehicle crashes among youth.
- **Education** educate peers about risks and how to be safer through programs, campaigns, messaging and materials.
- Leadership develop knowledge and leadership skills among club members to plan fun, education, and impactful traffic safety programs for your school.
- Attitude/Behavior Change through peer-to-peer education, your club will influence students in your school and community to be safer and more responsible.

#### □ How to be Successful:

- Engage all five senses plan programs that see, hear, feel, touch and engage youth though a hands-on experience.
- Be innovative, creative, and fun-attract students to the activity by making it fun, then introduce the safety learning experience.
- Use competitions, incentives, prizes- these create a fun, interactive atmosphere for educating and empowering.
- Personalize activities to the interests and trends your students enjoy!



## These best practices are recommended for a successful peer-to-peer YOVASO club!



For more resources to assist your YOVASO club, please visit our website at <u>www.yovaso.org</u> and follow us on social media:



@\_yovaso\_



## **YOVASO Resources to Support Your Club**

#### YOVASO offers many exciting resources in support of your youth traffic safety programs

#### Fun & Easy Campaigns: YOVASO will provide your school with safety campaigns and free support materials, including:

- 1. **Fall Buckle Up, Slow Down Challenge.** Kick off the school year with this fun and exciting contest where students promote seat belt use and encourage young drivers to slow down and obey speed limits. Goal: To encourage students to make seat belt use a habit for life and promote safe driving habits, such as obeying speed limits.
- 2. Halloween Safety Campaign. A fun campaign to encourage young drivers to celebrate responsibly and drive safely during Halloween festivities. Focus is on driving distraction free and being on the alert for trick-or-treaters in neighborhoods. Middle school focus is on encouraging youth to celebrate responsibly and to be safe while riding, walking, or biking on Halloween night. Clubs can give trick-or-treat safety programs for elementary/preschool students.
- 3. Holiday Safety Campaign. A fun campaign to encourage young drivers to celebrate responsibly and drive safely over the holiday break from Christmas to New Years. Focus is on buckling up, driving safely, and celebrating without drugs and alcohol. Safe driving floats and banners for local holiday parades is a fun way to promote the message!
- 4. Arrive Alive. Spring/Summer Safe Driving Challenge. This fun and exciting contest focuses on the risky behaviors of teen drivers, especially distracted driving, and the high risk spring/summer driving season. Programs for prom, graduation, beach week, and summer break are included. The middle school component focuses on seat belts, passenger safety, bike safety, and preparing youth to be safer drivers of the future.

#### Vince & Larry Costumes and Ghost Out Shirts:

- The colorful Crash Dummy characters livin' up any safety event and may be borrowed from YOVASO at no cost.
- Ghost Out T-Shirts along with the Grim Reaper costume are also available on loan for Ghost Out Days.

#### **DUI Goggles & Concussion Goggles:**

The DUI goggles may be borrowed for activities to demonstrate how vision, balance, and driving are affected by alcohol. The concussion goggles demonstrate brain injuries that can occur when occupants are not wearing a seat belt.

#### **Field Stencils:**

YOVASO has loaner sets of field stencils with messages to buckle up now and text later. They are ideal to spray the messaging on athletic fields during home sporting events, are on an area near the school or parking lot.

#### ScanEd Physics of a Crash:

This interactive safety program uses iPads and QR code technology to engage students in learning about how to reduce their risks in a vehicle. During the two-part program, a wrecked vehicle is set up on site and QR codes are affixed to the vehicle and various contents in the vehicle. Students use iPads to scan the QR codes and access educational videos about driver and passenger safety. A presentation on the "Physics of a Crash" is given by state troopers.

#### **Distracted and Impaired Driving Simulators:**

These golf cart simulators provide students a real world experience on the dangers of distracted and impaired driving. Through this program, students navigate through a cones course wearing Fatal Vision goggles to simulate impaired driving or navigate the course while texting, talking on the phone, engaging with passengers, etc. to simulate distracted driving. State Troopers ride with students and talk with them about risky driving behaviors and how to reduce risk.

#### YOVASO Training and Leadership Retreats:

These fun-filled events help prepare students to work as youth traffic safety advocates in your school and community. <u>YOVASO Leadership Development Training</u> provides an introduction to YOVASO and an overview of club development, leadership, teen traffic safety issues, and action planning for programs and campaigns.

<u>YOVASO Summer Leadership Retreat</u> offers advanced leadership and traffic safety training. The four-day retreat at James Madison University enables students to network with other students and action plan for the upcoming year.

#### Awards and Recognition:

YOVASO hosts an annual awards banquet to recognize and showcase outstanding school efforts. YOVASO staff also nominates exemplary clubs for recognition through the Governor's Transportation Safety Awards.

Support Staff / Resources: Staff and Regional Trainers are always available to help with all your club needs.

### **Opportunities for Student Leadership at the State Level**



#### YOVASO Youth Advisory Council (YAC)

Our Youth Advisory Council (YAC) is made up of extraordinary student leaders who are dedicated to leading the change for young drivers and passenger safety.

#### YAC Leads the Way...

YOVASO's Youth Advisory Council is a dynamic group of students who want to take a leadership role at the state level in working to prevent crashes, injuries, and fatalities among youth and young drivers. These students are leaders within their high school traffic safety clubs and are empowered by YOVASO to make a more wide-spread impact throughout the Commonwealth. As youth advisors, the members play a vital role in the mission of YOVASO and helping shape the growth and direction of the statewide program. The students work as a team to develop ideas for traffic safety campaigns, plan the Summer Leadership Retreat, produce marketing videos and materials, and serve as the face and voice of YOVASO. Members are selected from schools across the state and serve for one year. Members may reapply yearly. These students are leaders with strong ideas, the ability to solve problems, and to think strategically about how to address this critical issue. YAC and its exemplary student leaders are key to keeping YOVASO youthoriented and youth-led.

#### YAC Responsibilities...

- The YAC team meets monthly either in-person, or via virtual meeting to discuss and work on assignments.
- YAC members have the opportunity to participate in state and national highway safety conferences and other events that promote YOVASO at the local, state, and national level.
- YAC members help develop ideas, materials, and incentive items for campaigns, programs, retreats, and social media messaging.
- YAC members serve as youth leaders for the Summer Leadership Retreat and attend a spring training to prepare for the retreat.
- YAC members serve as positive role models in their schools and communities and uphold the values of YOVASO.
- YAC members actively participate in their school's traffic safety club and help lead YOVASO campaigns and activities in their schools and communities.

#### How to Apply for YAC...

Students interested in applying for YAC must complete an application. The application is three-part, including personal information, one letter of recommendation, and completion of an essay questions about their leadership experiences. Interested students apply the spring and summer prior to the school year in which they wish to serve. For more information about YAC, contact Callie Clary at <u>callie.clary@vsp.virginia.gov</u>.

## **Opportunities for Student Leadership at the State Level**

## **REGIONAL TRAINERS**

YOVASO Regional Trainers are college students and young professionals who were former leaders of their traffic safety clubs in high school. They work for YOVASO part time and help plan the Summer Leadership Retreat, teach student leadership training sessions, and serve as mentors to member clubs.

#### Purpose

YOVASO Regional Trainers provide student leadership within YOVASO and reinforce the peer-to-peer mission of the program. By working part time, Regional Trainers enable YOVASO to provide hands-on assistance and trainings to schools statewide and help keep YOVASO innovative, fun, and youth friendly. The Regional Trainers fill an important role in serving as mentors for high and middle school youth leaders in schools across the Commonwealth. These unique positions provide an opportunity for active club members to continue their traffic safety advocacy work after high school while also earning spending money during college.



#### **Description of Job Responsibilities**

- Helps plan, organize, and works the middle school and summer leadership retreats.
- Works directly with member schools to provide guidance, expertise, and support for the school's traffic safety clubs and programs.
- Serves as statewide advocates and mentors for safe teen driving and traffic safety. Represents YOVASO and its mission at local, state, and national events and conferences.
- Provides ongoing support to YOVASO staff with office tasks, safety campaigns, membership services, presentations and other tasks.

#### How to Apply for a Regional Trainer Position

Students who are active members of their schools traffic safety club may apply to be a Regional Trainer during their senior year of high school if they plan to continue their education at a Virginia college or university after graduation. Students interested in applying for a position should talk with their club advisor for a referral and assistance with setting up an informational meeting with YOVASO staff. The informational meeting will provide all the details to help students decide whether the position is right for them. Students hired as Regional Trainers earn an hourly wage for hours worked and are employees of the Virginia State Police which administers the YOVASO program. Hours are flexible and are adjustable to college schedules and demands.

If you are interested in earning spending money during college while working to prevent motor vehicle crashes among youth, email <u>mary.king@vsp.virginia.gov</u> for information and details.



## YOVASO Traffic Safety Awards and School Recognition

It is important to bring recognition to our member clubs and schools for helping save young lives on Virginia's highways.

YOVASO's annual Awards Program is held each year during the Summer Leadership Retreat to recognize exemplary youth traffic safety programs and to challenge our member high schools and youth groups to strive for excellence in their peer-to-peer clubs. The awards are designed to recognize all levels of involvement, from new clubs just starting their traffic safety programs to veteran clubs working towards earning ribbons for Outstanding Club Recognition.

#### **Award Categories:**

**<u>Programming Awards</u>** (Recognizes innovation and creativity, effectiveness in reaching and engaging the student body, and student leadership in developing and implementing the program.)

#### ★ Occupant Protection Award

In recognition of a member club's outstanding programs and activities to encourage safety belt use among youth and teens. Award may recognize one exceptional program or a body of work.

#### ★ Impaired Driving Prevention Award

In recognition of a member club's outstanding programs and activities to encourage Zero Tolerance and to prevent impaired driving among teens. Award may recognize one exceptional program or a body of work.

#### ★ Distracted Driving Prevention Award

In recognition of a member club's outstanding programs to prevent distracted driving among young drivers. Award may recognize one exceptional program or a body of work.

#### ★ Speed Prevention Award

In recognition of a member club's outstanding programs to prevent speeding and encourage young drivers to obey posted speed limits. Award may recognize one exceptional program or a body of work.

#### Club/Chapter Awards

#### ★ Speaking Out and Saving Lives Award

In recognition of a member club's spirit and commitment for engaging students throughout the school year in a variety of creative programs and activities that encourage safe and responsible driving and traffic safety. Award recognizes efforts that span the school year, including participation in all annual YOVASO traffic safety campaigns.

#### ★ New YOVASO Club of the Year

In recognition of a new member club for its work to encourage safe teen driving and traffic safety during its first year. Award recognizes efforts to recruit diverse membership, establish club goals and best practices, complete member training, and begin participation in YOVASO campaigns and safety programs.

#### ★ YOVASO Club of the Year

In recognition of a member club for establishing and setting the standard for best practices in peer-led youth traffic safety programs. Award recognizes excellence in student leadership and club development, community outreach, engagement of the student body, effectiveness of programming, and participation in YOVASO campaigns and retreats.

#### ★ Outstanding Club Recognition

In recognition of member clubs that have previously received the Club of the Year Award and continue to maintain the same high level of performance and best practices for peer-to-peer traffic safety programs. Clubs that are recognized for continued excellence will receive an Outstanding Club plaque during the first year of achieving this status. For each subsequent year of achieving this honor, clubs will receive a ribbon to be attached to the original plaque.

#### Student Leadership Awards

#### ★ Student Volunteer of the Year

In recognition of a student for outstanding service to his/her YOVASO club through volunteer hours to plan, implement, and work on youth traffic safety programs in the school and community. Schools may wish to record volunteer hours on service projects to use in nominating students.

#### ★ Rock Star Award

In recognition of a student who demonstrates enthusiasm and excitement in his/her school and community for promoting safe teen driving and passenger safety. This student is a champion for the cause and a vocal role model within the school and community.

#### ★ Youth Leadership Award

In recognition of a YOVASO Youth Advisory Council (YAC) student who demonstrates exemplary leadership skills and a commitment to working on safe teen driving and youth traffic safety programs at the local and state level. The student leads and takes an active role with his/her school club, with YAC, and with the Summer Leadership Retreat.

#### Club Sponsor/Advisor Awards

#### ★ New YOVASO Sponsor of the Year (Teacher Advisor)

In recognition of a teacher's outstanding support and guidance to the school's traffic safety club during the teacher's first year as advisor for the club.

#### ★ YOVASO Sponsor of the Year (Teacher Advisor)

In recognition of a teacher's ongoing support and guidance to the school's traffic safety club and commitment to striving for excellence in club growth and development.

#### Law Enforcement / School Resource Officer Awards

#### ★ New School Resource Officer of the Year

In recognition of an SRO's outstanding support and guidance to the school's traffic safety club during his/her first year as an SRO at the school or first year advising the YOVASO Club

#### ★ School Resource Officer of the Year

In recognition of an SRO's ongoing support and guidance to the school's traffic safety club and commitment to striving for excellence in club growth and development.

#### ★ Law Enforcement Officer of the Year

In recognition of a law enforcement officer's exemplary efforts and programs to encourage traffic safety among youth in the community, region, and/ or state. May also recognize a law enforcement officer (other than an SRO) for exemplary support of YOVASO programs and/or a peer-to-peer traffic safety club.

#### Other Awards

#### ★ School Administrator of the Year

In recognition of a school administrator (principal, vice principal, superintendent, etc.) for outstanding support of and guidance to the school's peer-to-peer traffic safety club.

#### ★ Steven D. Goodwin Lifetime Achievement Award

In recognition of an individual who has demonstrated a lifelong commitment to youth traffic safety and the prevention of crashes, injuries, and fatalities among young drivers and passengers.

#### ★ YOVASO Shining Star Award

In recognition of an individual and/or families impacted by a crash who demonstrate courage in speaking out in order to help save young lives.

#### **Nominations for Awards**

#### **Instructions**:

- 1. Please fill out the attached nomination form
- 2. Provide a description and list of reasons why you nominated this individual, club, or organization, including:
  - □ A summary of all the programs and projects your nominee worked on to promote safe teen driving during the current school year.
  - □ Any special notes and comments on why this individual, club, or organization deserves recognition.
  - □ Refer to the award category explanation for tips on qualities judges are looking for.
- 3. Completed nomination forms and attachments are due by \_\_\_\_\_\_.
- 4. Must be nominated for initiatives during the current school year
- 5. Multiple nominations may be submitted
- 6. Make additional copies of the form as needed





**YOVASO Annual Awards Nomination Form** 

Award Category (see categories above):

Person(s) or School Club (s) Nominated:

Provide details on why you think this person or club is deserving of the award category in which they are being nominated. Provide a summary of all the programs and projects your nominee worked on to promote safe teen driving and traffic safety and any special comments and details to support the nomination. Refer to award categories for assistance with listing qualities/traits the judges will be looking for. (Use additional paper, if needed)

Street/Mailing Address of Nominee:

City:

State:

Zip Code:

 Your Name:

 Organization You Represent:

 Street/ Mailing Address:

 City:
 State:

 Zip Code:

 Telephone Number:
 Email Address:

Action Planning Form:

- Please complete this Action Planning Guide with your club members.
- You will be completing an Action Planning Google Form as well to send to Molly Jackson. She will be keeping track of your school's progress throughout the year and checking in with your club!
- You will keep this guide for your records to reflect back on throughout the year.

YOVASO Expectations and Code of Conduct:

- The following are recommendations for a Code of Conduct Contract. When developing your club's personalized contract, use these examples as a guide.
- You should have the students discuss and decide on the rules for the contract.
- You should have members sign and agree to the contract. Keep the signed contracts or have students complete the digital version of the Code of Conduct YOVASO has provided for you.
- It is recommended for the sponsor to keep a record of the signed contracts from members of your club.



#### Action Planning Form for Member Clubs

Use the following Action Plan with your school or youth group members to discuss how you will manage your club and decide on goals and projects for the upcoming year. This form should be filled out annually with your club to set your goals and projects for the year. This form is for your reference throughout the year. You will keep this with your Membership Manual.

- 1. School/Youth Group Name:
- 2. Sponsor's Name:
- 3. Sponsor's Email:
- 4. What is the mission/purpose of your club?
- 5. What are your club's goal(s) for this year?
- 6. What traffic safety problems will your club focus on based on the needs in your community? Think about the problem areas at your school and in your community.
  - a. Seat belts
  - b. Speeding
  - c. Defensive Driving/Driving Skills
  - d. Underage Drinking/Impaired Driving/Zero Tolerance Law
  - e. Distracted Driving
  - f. Virginia's Teen Driving Laws
  - g. Risky Driving Behaviors
  - h. All of the Above
- 7. Circle the YOVASO traffic safety campaigns your club plans to participate in this school year:
  - a. Save Your Tailgate
  - b. Arrive Alive
  - c. Halloween Safe Driving Campaign
  - d. Holiday Safe Driving Campaign
  - e. We plan to participate in all of the campaigns
- 8. What are some ideas your club has to promote the campaigns you plan to participate in?
- 9. Circle the resources below that your club plans to use for the campaigns you intend to participate in:
  - a. Vince and Larry Crash Dummy Costumes
  - b. Large Field Stencil to display "Txt Later. Buckle Up Now. Arrive Alive" message
  - c. Fatal Vision Goggles
  - d. Grim Reaper Costumes and Ghost Out T-Shirts
  - e. Seat belts

- f. ScanEd: Physics of a Crash Program
- g. Distracted Driving Simulator
- 10. Are there any other resources YOVASO may be able to provide to help you accomplish your campaign goals?
- 11. What activities can your club do between campaigns to continue promoting traffic safety in your school?
- 12. Will your club have rules/requirements for its participants? If so, what will they be? Will your club charge a fee for members?
- 13. Will your group have a leadership council, board, or officers? If so, who will select the leadership and how many students will be selected?
- 14. If conflict were to arise among club members, how will your club address it?
- 15. How often will your club meet and at what time?
- 16. How will you have the members complete the Club Membership Training?
  - a. Request a YOVASO Staff Member to conduct the training
  - b. Club Peer Leader(s) will conduct the training
  - c. Sponsor/SRO will conduct the training
- 17. What obstacles may your club face in completing activities and reaching goals?
- 18. What steps will you make to overcome these obstacles?
- 19. Was this Action Planning Exercise helpful in guiding your group through the process of setting goals and determining your strategies for the upcoming year? Please circle the answer that best fits your group's experience.
  - a. Our group has a good plan in place as a result of completing the planning steps.
  - b. Our group has some of its plan in place, but needed more time/guidance to complete all the steps.
  - c. Our group had difficulty completing the exercise and needed more guidance/help with working on our planning process.

## YOVASO Club Code of Conduct Contract

While participating in YOVASO activities, all participants are asked to comply with all existing rules of their school, as well as the YOVASO Code of Conduct. The Code of Conduct is designed to promote a safe, friendly, and open environment for club members to share ideas and be creative.

- Follow all existing school rules regarding clubs.
- Be respectful to other students, sponsors, SROs, teachers and YOVASO staff members.
- Follow all directions the first time they are given.
- Use respectful language at all times and be respectful of others' ideas and opinions.
- Actively participate in club meetings, activities, and programs by sharing ideas, participating in discussions, and signing up for projects.
- Be on time and be accountable for attendance at club meetings, activities, and programs.

## **YOVASO Disciplinary Policy and Disciplinary Actions**

As with any other disciplinary policy, there will be consequences for misbehaving or not following the Code of Conduct. Disciplinary Actions may include:

- Disciplinary meeting with Club Sponsor/SRO
- Suspension from the club until issue may be resolved
- Removal from the club
- Other disciplinary action from school administration for non-compliance of school rules

### **Attendance Policy**

Out of respect for club members and in order to ensure the safety of students, the following attendance policies must be followed:

- Students signing up to participate in YOVASO activities, programs, or meetings are expected to be in attendance. If an emergency arises, it is the responsibility of the student to let the club Sponsor/SRO know in advance that attendance plans have changed and why.
- Inconsistent or lack of attendance for YOVASO programs or activities will result in the student's name being removed from the club member list. The club Sponsor/SRO will notify students of removal from the club.

I have read and reviewed the YOVASO Code of Conduct, and I agree to accurately carry out the policies and procedures.

Participant Name:	 	
Participant Signature:	 	
Sponsor Name:	 	
Date:		

## **YOVASO Club Expectations and Commitment**

#### Your work as a YOVASO club member will help save many young lives!

### As a Club Member, You Agree to:

- Participate in club meetings and activities. Be committed, responsible and enthusiastic.
- Share your talents by signing up for projects and committees that need your skills.
- Provide your innovative and unique ideas for how to better reach your peers on the importance traffic safety.
- Be a Role Model. Speak out and save lives by encouraging your friends and peers to drive safely and responsibly.

## Your Commitment as a YOVASO Club Member:

I agree to the requirements of a Club Member. I agree to practice safe driving habits, including the five listed below, and to encourage my peers to do the same. I understand that my role as a traffic safety advocate can help reduce crashes, injuries, and fatalities among young drivers and passengers in my school and community.

- Always Buckle Up
- Limit Passengers in Your Car
- No Texting or Cell Phone Use While Driving
- Drive the Speed Limit
- No Alcohol/Drugs

Student Signature: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_



# YOVASO SAFETY CAMPAIGNS

# FALL SAFETY CAMPAIGN:

BUCKLE UP 📃 🔲 🔲 🗌 🗌 🖕 🖕 SLOW DOWN

Theme: Drive for Change: Buckle Up & Slow Down

**High School Focus:** To influence teens to form a lifelong buckle up habit by reminding them that seat belts are their best defense against injury and death in a crash. The campaign also emphasizes the importance of driving the speed limit.

**Middle School Focus:** to influence youth to form a lifelong buckle up habit by reminding them that seat belts are their best defense against injury and death in a crash. The campaign also emphasizes the importance of knowing your rights as a passenger in a vehicle.

# Timeframe:

Campaign Dates: September 21 – October 23, 2020 Registration Opens: August 17 Registration Deadline: Ongoing- until supplies are depleted

## **Sticker Design Contest:**

The main activity for this year's fall campaign is a #DriveForChange Sticker Design Contest. High and middle schools students will be challenged to create a sticker with a buckle up and/or slow down message that will influence youth and teens to wear their seat belt and follow posted speed limits. The winning stickler will be selected by popular vote on social media during National Teen Drive Safety Week.

### **Contest Guidelines:**

- Any individual living in Virginia ages 11-20 is eligible to submit an entry
- Artwork must include a buckle up and/or slow down message
- Entry Release and Agreement Form required with artwork submission via Google Form
- Artwork submissions are due by: October 14
- ★ The artwork will be used on a sticker with 3"x3" or 2"x4" dimensions, so make sure it will be legible when shrunk to one of these sizes. We will choose the final sticker dimensions based on which dimensions work best with the winning artwork.

### Winner Selection:

- The YOVASO staff will review entries and select the top five designs on October 16
- The top five designs will be posted to YOVASO's Facebook for public voting on Monday, October 19. This is also National Teen Driver Safety Week (October 18-24)
- Public voting will be October 19-22 via Facebook to coincide with National Teen Driver Safety Week
- The winner will be selected based on the number of "likes" the artwork receives
- The winner will be announced on October 23

### Prizes:

Prizes will be awarded for the top five artwork submissions. First place will receive a \$100 check and their artwork will be used to produce a sticker for the 2021 Arrive Alive Campaign. YOVASO will also send 100 of the stickers to the first place winner for him/her to share with their friends. The other four finalists will be awarded a \$25 check. All prizes will be funded through donations.

## Student Component – "Drive for Change" Kit:

High school and middle school students will be encouraged to register for the #DriveForChange Kit via a Google Form. The Kit will include a bookmark, buckle up reminder card to share with a friend, candy (possible candy corn or caramels), packet of apple cider with safety message attached, and an incentive item (mug, flashlight, beanie, stress reliever pumpkin), activity ideas for their community, safe driving/passenger safety statistics and tips, and a YOVASO information card. The Kit will also include information on the Parent Component in an effort to get parents involved!

# Parent Component for High School Students- "Parent-Teen Driving Contract":

Parents take on an important role during the teen driving years. This year's fall campaign will emphasize the importance of the parent-teen relationship when it comes to driving and the positive impact it can have on a young driver.

Parents will be encouraged to work with their teen driver on creating a Parent-Teen Driving Contract. YOVASO will provide a template on the *Drive for Change: Buckle Up and Slow Down* Campaign Landing Page, but parents and students may create their own. Parents will also be encouraged to sign the pledge (via Google Form) committing to keeping the teen driving conversation going with their young driver. Parents who do both of these will be entered into a drawing for \$50.00.

### Parent Contest Guidelines, Tips and Winner Selection:

- Sign the pledge to keep the safe driving conversation going with your teen driver
- Submit a Parent-Teen Driving Contract to YOVASO (this can be uploaded when you sign the pledge)
- Parent will be entered to win \$50 for each task they complete (entered once for signing the pledge and entered twice for signing the pledge and submitting a Contract
- Winner will be randomly selected and announced on October 16

### Parent Component for Middle School Students- "Parent-Youth Passenger Agreement":

The parent component for middle school students will emphasize the importance of the parent-youth relationship when it comes to preparing young people to be safe passengers and drivers even before they have a driver's license.

Parents will be encouraged to review and sign YOVASO's Buckle Up and Speak Up Agreement with their middle school student or create their own agreement for buckling up, speaking up, and being a safe passenger. Parents will also be encouraged to sign the pledge (via Google Form) committing to always buckling up and making sure everyone in their vehicle is buckled on every ride. Parents who do both of these will be entered into a drawing for \$50.00.

## Parent Contest Guidelines, Tips and Winner Selection:

- Sign the pledge to always buckle up and ensure everyone in your vehicle is buckled
- Submit a Buckle Up and Speak Up Agreement to YOVASO (this can be uploaded when you sign the pledge)
- Parent will be entered to win \$50 for each task they complete (entered once for signing the pledge and entered twice for signing the pledge and submitting an Agreement)
- Winner will be randomly selected and announced on October 16

## YOVASO Member Club Component:

YOVASO will also offer the *Drive for Change: Buckle Up and Slow Down* Campaign materials to schools and youth groups. However, the focus of the campaign will be on individual student engagement via the #DriveForChange Kits and the Sticker Design Contest.

Member clubs:

- Display the flyer promoting the Sticker Design Contest and #DriveForChange Kits at school and share it via school and club communication platforms including social media.
- Display the flyer promoting the Parent Component and Contest at school and share it via school and club communication platforms including social media.
- Register for campaign materials by completing the Registration Form. Campaign materials include: posters, banners, bookmarks, reminder cards, activity ideas, social media messaging, and facts and statistics. Incentive items will be sent directly to students who register for the #DriveForChange Kits. Schools and youth groups will be notified by mid-October if YOVASO has leftover incentives they may requests.
- Complete a simple form (if you registered for campaign materials) on how the materials were used and how many were distributed.

# **YOVASO SAFETY CAMPAIGNS - CONTINUED**

# **SPRING SAFE DRIVING CAMPAIGN**

(Open to middle and high schools)

ARRIVE ALIVE

Dates: March through Mid-May (schools can sponsor programs anytime during the period)

Arrive Alive. Txt Later. Buckle Up Now

Objective: **High School** - To influence safe driving behaviors during prom, graduation and warm weather months when teens are at higher risk.

**Middle School** – To educate and influence youth to be safe passengers, pedestrians and bicyclists; and help them develop safe driving attitudes and behaviors prior to driving.

Overview: Arrive Alive is a peer-to-peer campaign in Virginia to establish safe driving and passenger safety behaviors among teens and youth during the high-risk warm weather months. According to statistics, the months between May and September are the most dangerous for young drivers on the road. Increased driving time, later curfews, cruising, driving with too many passengers, distractions, speeding, and alcohol are the key factors in teen crashes during spring and summer. Events such as prom, graduation celebrations, beach week, and summer parties also create increased risks for crashes during this period. The Arrive Alive campaign addresses all of these dangerous driving behaviors and promotes teens working together in peer-to-peer programs to influence safer teen driving behaviors and reduce risks.

# Required

Theme:

Components: **1. Creative Project.** Develop a creative project for your student body that focuses on the prevention of distracted driving, other risky driving and passenger behaviors, and/or promotes teens making safe and responsible choices while attending prom, graduation or other high school celebrations. The project must be seen, heard and/or participated in by a majority of the students at your school. Please be sure to incorporate the Arrive Alive Campaign theme and artwork. Ideas may include, but aren't limited to, a school assembly on the topic, a fun event that brings attention to the issue and promotes teens changing behaviors, a video developed and shown at school, etc.

# The Creative Project will be judged on:

**Content** - Effectiveness of the message for the target audience and use of the theme

**Student Involvement** - Percentage of student body reached (saw, heard, participated in the creative project) **Creativity** - Creativity shown in developing, implementing, and promoting the project

**2. Call to Action Activities**. Complete a variety of educational activities and programs that increase knowledge about risky behaviors as a passenger or driver and encourage students to make positive changes in these behaviors.

**3. Distraction Checks**. Two distracted driving checks are required - one prior to kicking off the campaign and one at the conclusion in order to measure the campaign's impact on the prevention of all types of distracted driving habits.

Competition: Yes. Prizes awarded

# YOVASO SAFETY CAMPAIGNS - CONTINUED

# HALLOWEEN SAFE DRIVING MINI CAMPAIGN

(Open to middle and high schools)

- Theme: Celebrating Responsibly, Driving Safely, Making Good Choices
- Dates: Mid-October through October 31
- Objective: Promote responsible celebrations and safe driving on Halloween for high school students; and making good choices for middle school students. High School students mentor and educate young students about pedestrian and trick-or-treat safety.
- Components: Pumpkin Carving Contest for students on social media. Pumpkin design to include a safe driving/traffic safety message and YOVASO logo.

# HOLIDAY SAFE DRIVING MINI CAMPAIGN

(Open to middle and high schools)

- Theme: \*All New Logo and Campaign Coming in 2020!
- Dates: Thanksgiving through New Years
- Objective: Promote responsible celebrations and safe driving during the holiday period from Thanksgiving through New Years. Our goal is for all of our students to make it safely back to school in January.

Components: Pending





# YOVASO SAFETY CAMPAIGNS - CONTINUED Campaign Reporting

# Campaign Reporting is Simple!

Each campaign will require:

- 1. A Behavior Observation (example: pre and post seat belt check, distraction check, etc.) Only for Save Your Tail-Gate and Arrive Alive.
- 2. Campaign Summary Survey (easy 5-10 question survey)
  - a. Brief Creative Project Paragraph (only required for creative projects)
- 3. 5 10 photos of your events and activities
- Campaign reporting is very important and a requirement of the YOVASO Highway Safety Grant. We need the reports in order to collect the information and data to continue receiving Campaign Grant Funds.
- ➢ Please include in your action plan (attached) who is going to be responsible for collecting the information for the reports and submitting the reports to YOVASO!

Through YOVASO, students can lead a movement in our schools and communities for modeling safe driving behavior and encouraging each other to be responsible and safe.

Our students can ultimately change the culture for safer teen driving!

# Campaign Ideas in Photos

# Seat Belt Design Contest



# Paint a Safety Message on the Football Field





# You can add messaging anywhere!







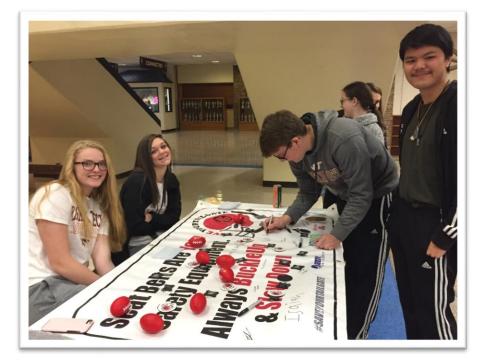


# Get Creative with Your Messaging!











# Pledge Banner Signing Events!





# **Christmas Parade Floats**





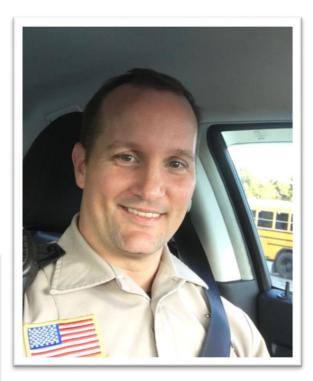
# Host a Tail-gate "Safe" Party Before a Football Game!







# Seat Belt Selfies





# Pumpkin Carving Contest for Halloween Safety!



# Promote Safety Through Trunk or Treat Events!









# Ask Local Fire & EMS to Organize a Mock Crash







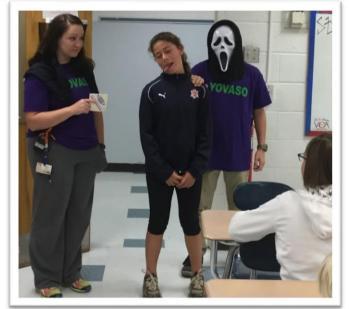


# Hold a Ghost Out Day









# Plan a Color Me YOVASO Run/Walk











Education Opportunities for Your Club in Photos

# **Distracted Driving Simulator**







# Ask YOVASO for the ScanEd program!









# **Organize Safety Activities!**







Training Opportunities in Photos







Host a Club Training or Plan a Joint Training for All Schools in the Community!



# Annual Leadership Summer Retreat



# You Can Build Leadership Skills!









# Develop Connections with Adults and other Peer Leaders!





# Annual School Awards Banquet







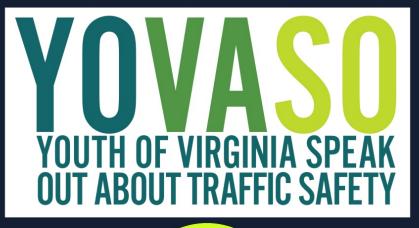


# Above All: Promote Safety!



# Peer Leadership Training

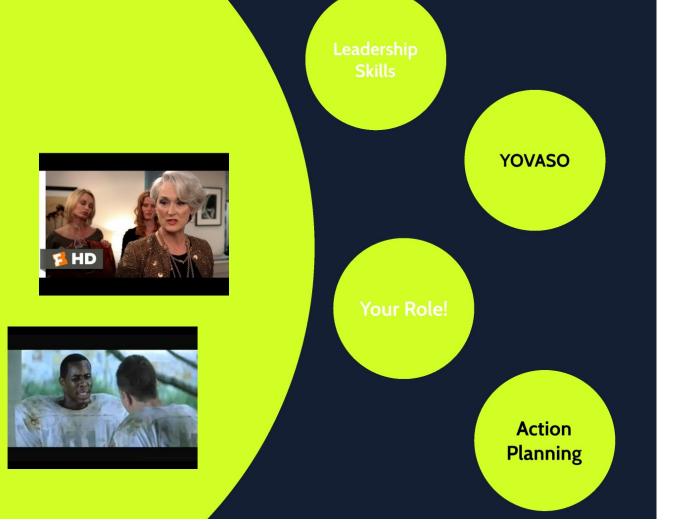
A training for teens on how to be leaders within their YOVASO program.



Developed by: Molly Jackson

# Let's Talk Leaders!

Do you see any problems with the way these leaders lead? Are there any benefits to their leadership style? How can these problems be fixed?







# What Skills do you need as a leader?

- What skills do your leaders need to have?
- Are any of these skills what you need for YOVASO?
- As a group, what skills do we have? What skills do we need?
- How can these skills help you with your YOVASO club?



# Let's put your leadership skills to the test!

Team Shoe Tie: You will need to have on shoes with laces. Make sure they are untied. Everyone will sit in a circle.

#### Let's Talk about YOVASO...

- What does YOVASO mean to you?
- YOVASO is Youth of VA Speak Out About Traffic Safety. It is a peer-to peer program that empowers teens to lead change and help reduce traffic crashes and fatalities among Virginia's youth.
- It is led by teens and organized by teens.
- You have a say in how your club is run!



- Car Crashes are the #1 cause of death for teens ages 15-20
- Engage, educate, and empower youth to influence a safe driving culture.
- Peer-to-peer programs are the key to establishing generations of safe teen drivers in Virginia – teens lead social change / power of teen influence
- YOVASO empowers you to educate peers, develop innovative campaigns/activities, and lead the change for safer and more responsible drivers and passengers.

# About YOVASO'S Mission

### **Focus Areas of YOVASO**

- Seat Belts / Passenger Safety
- Speeding / Obeying Speed Limits
- Underage Drinking / Impaired Driving / Zero Tolerance Laws
- Distracted Driving / Texting and Driving
- Risky Driving Behaviors and Attitudes
- Teen Driving Laws













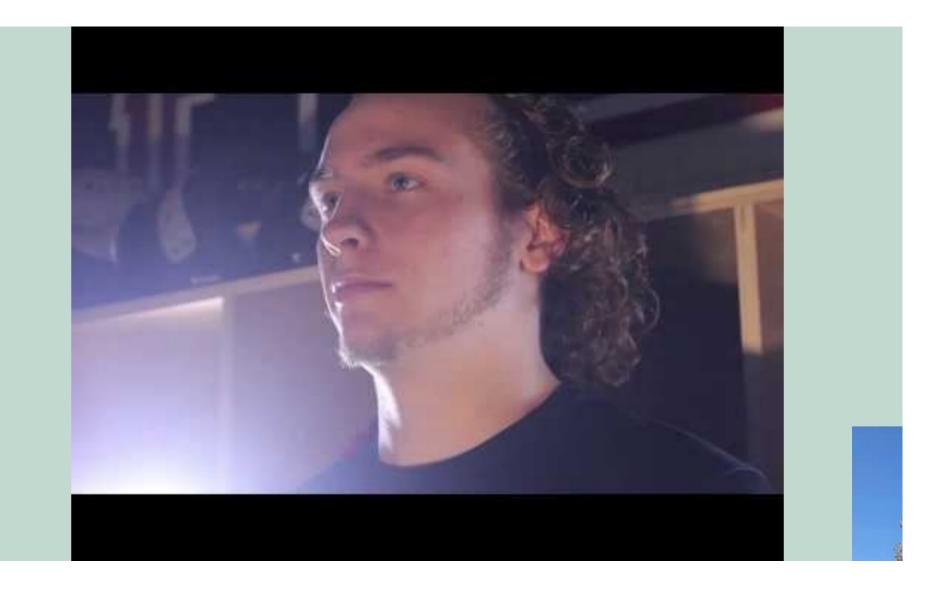


### Save Your Tailgate and Arrive Alive!























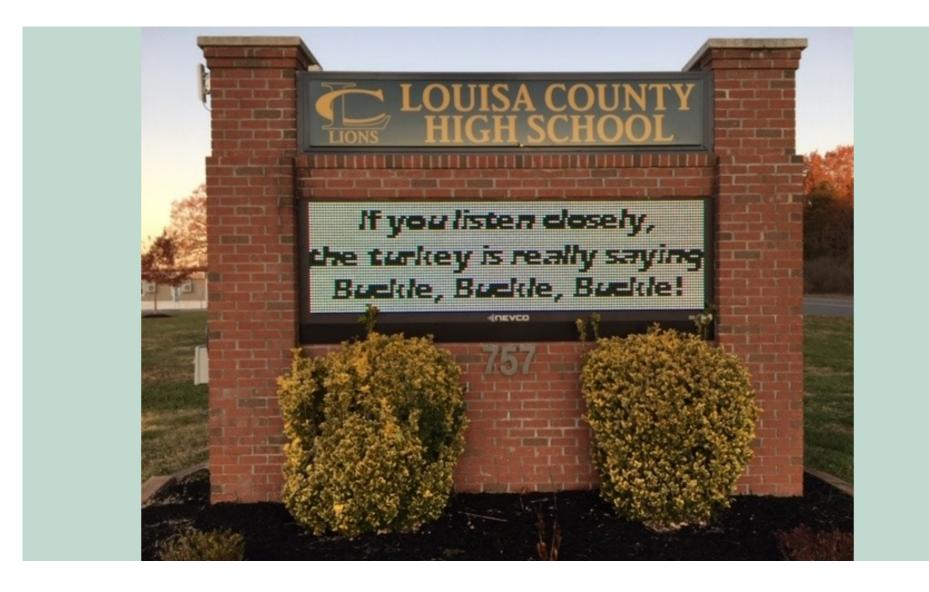
# We offer Campaigns for Halloween and Holiday seasons!













# We provide educational opportunities outside of the classroom!













#### Summer Leadership Retreat provides training for members!

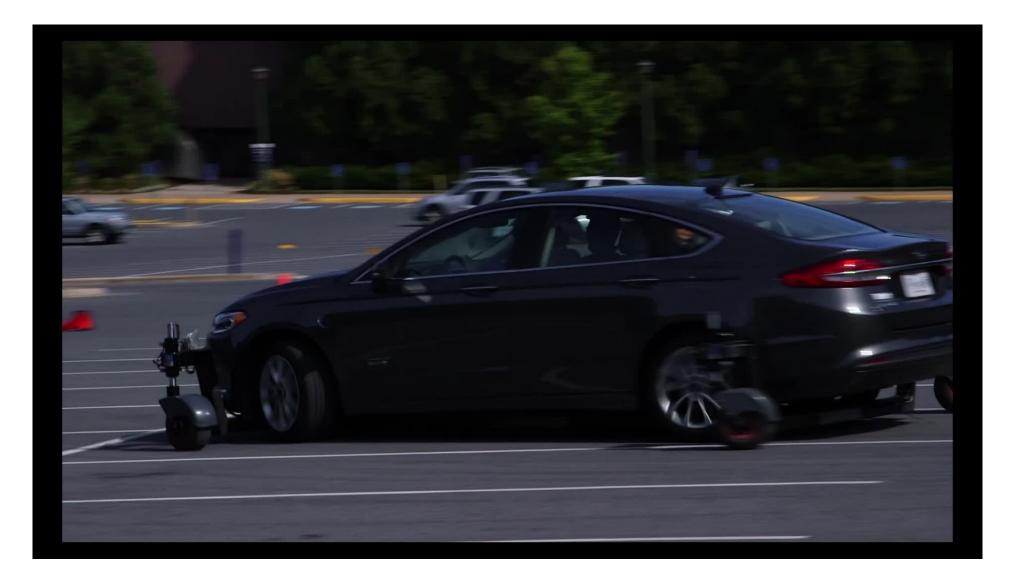












#### Your Role As A Peer Leader

- Engage, Educate and Empower your club members. You will be in charge of training the new members of your school's club.
- Be welcoming and accepting to all members.
- Be Responsible!
- Lead school programs, increase your knowledge on how to reduce risky driving behaviors, and use your voice to speak out about traffic safety.
- Plan and implement engaging club recruiting strategies, campaigns, and trainings.
- Be a good facilitator listen to and encourage ideas from others. Let others help lead.



# Silent Line-Up

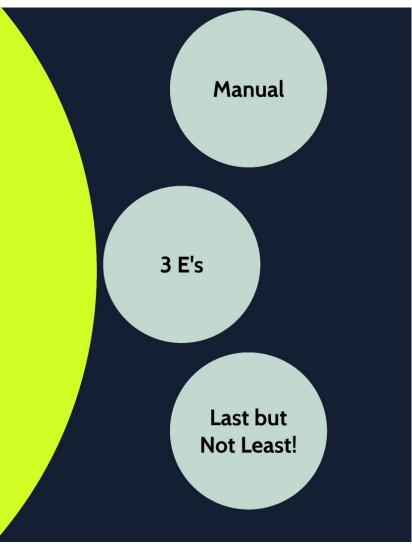
Students will need to form a straight line that is alphabetical order by MIDDLE NAME. The catch is students cannot talk. They can use hand signals or any other NONVERBAL communication. Once the line is complete, they go down the line to make sure they have the correct order.

### How to Train Your New Members

- Share your experience of what YOVASO is and what your clubs have done.
- Tell them why you are a part of YOVASO. Paint a story of YOVASO's impact or tell a personal story.
- You know how your peers think and what they like, so present YOVASO in a way that will make them want to be a part of it.
- Incorporate the campaigns when you talk and YOVASO's emphasis on educating in fun and innovative ways.

## **Action Planning**

- Complete Action Planning as a group.
- What you need to complete:
  - Goals for your club
  - What campaigns will your club participate in? What resources will you need to complete the campaigns?
  - How will you recruit new members? How will you promote YOVASO?
- The form to complete Action Planning will be found on your Google Drive or at <u>https://</u> <u>www.yovaso.org/action-planning/</u>
- Molly will be checking in with your group periodically throughout the year to check on how well you are following your Action Plan and any assistance you may need!
- Don't forget to complete the PDF version for your reference as well!



### Membership Manual

Refer back to your Membership Manual for all information your club needs to be successful. There is a step by step guide you can follow to get your club up and running. The guide has a variety of resources YOVASO can provide you and your club.

#### How does YOVASO:

Educate?

Engage?

Empower?

Take a few minutes and discuss with those around you!

# For more information, go to https://www.yovaso.org/



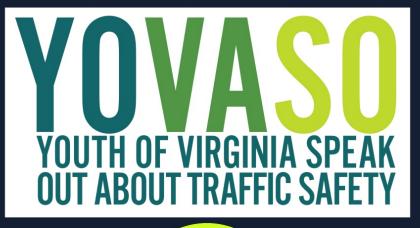
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### Peer Leadership Training

A training for teens on how to be leaders within their YOVASO program.



Developed by: Molly Jackson

#### Peer Leadership Training Presentation Notes

Where to Find the Presentation: https://prezi.com/view/b0YGDIVI7ecxCHN0g7Xo/

Peer Leadership Training Main Page:

• Introduce yourself.



- Discuss how this training is to prepare members be great leaders for YOVASO and for their school.
- This training will educate you on what YOVASO is and what skills are needed to be a leader. If you are a Regional Trainer or YAC member, be personal when presenting. Talk about why you are a part of YOVASO; why you joined YOVASO; what it is like to be a peer leader in your school.

#### Let's Talk Leaders:

- Before showing the videos, talk about the questions. Tell your students they need to think about these pictures while watching the video.
- Hit enter and watch the Miranda video. Then watch the clip from Remember the Titans.
- After watching the videos, go over the answers to the questions. If you need to go back to the questions, you can hit the back arrow key on the keyboard. This should take less than 5 minutes to complete.

#### Leadership Skills:

- Talk to students about what makes a Super Leader? What do they think are the skills they need in order to be a good peer leader for YOVASO and elsewhere? If there is a white board around, write down what they come up with. If they have trouble coming up with something, throw out the words: honesty, responsibility, positivity, integrity, and being able to communicate well.
- You can divide the groups to discuss what they think makes a leader and their skills. If they have trouble coming up with a word, you can throw out honesty, responsible.
- Refer back to YOVASO. Are any of the examples they give important to being a good YOVASO leader?
- Talk about what leadership skills YOVASO students need to have in order to be successful? You can again write these on the white board or just do a discussion.

Leadership Game: Let's Put Your Leadership Skills to the Test!

• You will need to explain to the group how the game works. It works like this: You will tie YOUR right shoe lace USING ONLY YOUR RIGHT HAND with the left shoe lace of the person sitting beside you. They will use their left hand to help you in tying the laces together. The activity is meant to only take about 5 minutes to do. It is supposed to demonstrate thinking about things from another's perspective and working as a team to accomplish a goal. Ask everybody to discuss this question: Do we understand everyone's perspective?

#### ALTERNATE GAMES IN CASE NOT ALL STUDENTS HAVE SHOE LACES

- Leadership Charades: Have a group of students act out the leadership actions below, and then have the class try to guess. You can also have two teams of actors/actresses competing. If one team can't get the class to answer correctly, the other team gets to try. Feel free to create leadership actions. Can use these leadership actions: Sitting by someone at lunch who is alone; Refusing to spread rumors; Cleaning up trash; Including people into conversations; Having positive energy/being enthusiastic; Studying and getting good grades. Question: Who would like to pledge to do one or more of these in real life within the next week?
- Telephone Pictionary: Create groups with 5 to 7 students. Each student needs a pen (or coloring pencils) and six sheets of paper (or half sheets). Have the students start with their first sheet of paper, and write down the title of their favorite movie (must be appropriate). Pass that piece of paper to their right. Students should now have the movie title from the student to their left. Using the second sheet of paper in their stacks, have the students draw out the movie title without using words. (1 minute per rotation). Pass again to the right, and this time, using the third sheet of paper, write the movie title you think it is

based on the drawing. (Don't cheat by looking at previous papers) Continue to process of writing a title and then drawing the picture. After there have been six rotations, each student should have his/her own stack of paper back. Have each student share the evolution of his/her stack starting with the title of the movie he/she first wrote. Also, have students try to detect any leadership moments or characters from within the movie. It's funny to see how by the end of the stack it becomes a completely different movie. The point of the game is to demonstrate how easily miscommunication can happen. Leaders need to be clear, kind, and direct when communicating. Plus, leaders need to stop gossip and rumors from spreading by clarifying the information. Question: What message are you communicating to the student body? Is it clear? Is there any miscommunication?

SpiderWeb: Have the group form a large circle (sitting or standing is fine). One person will hold a large ball of string and then tell an embarrassing story about themselves. Afterward, they will then hold onto the end of the string and throw it to someone else in the circle, extending the twine from themselves to the next person. This will continue until the string has been passed to each person. This indoor game shows how each person, no matter how different, is connected to one another. The lesson is to show that no matter how different you seem, you are also more alike and connected than you realize.

#### Let's Talk About YOVASO ...:

- You do not have to start off with the very first question if they do not know anything about YOVASO. If the students are new to YOVASO, you can tell them what YOVASO stands for. Then ask them what does that mean to them?
- The instructor could also tell a quick personal story of YOVASO's meaning/impact to them or a personal story they heard from a student For example: One of our club members told us that after she joined YOVASO, she was able to convince her boyfriend, who never buckled up, to wear a seat belt. Months later, he was involved in a crash and walked away with minor scratches. He thanked her because the seat belt helped save his life and she wanted us to know how valuable YOVASO is in helping to save lives.
- Let students know the program is all about teens and run by teens.

#### YOVASO's Mission:

- Car Crashes are the #1 cause of death for teens youth ages 15-20
- YOVASO's Mission is to engage, educate, and empower youth to influence a safe driving culture. We help and
  support teens with establishing peer-to-peer advocacy programs in schools and communities that change unsafe
  driving behaviors and attitudes among young drivers and passengers.
- Peer-to-peer programs are the key to establishing generations of safe teen drivers in Virginia teens lead social change / power of teen influence.
- YOVASO empowers you to educate peers, develop innovative campaigns/activities, and lead the change for safer and more responsible drivers and passengers.

#### Focus Areas of YOVASO:

- Read over the list.
- Ask the group what areas do your group, school, or community need to focus on? Why is that?

What YOVASO Provides Your Group:

- Campaigns: Save Your Tailgate and Arrive Alive is first. Show the video from Jefferson Forest High School. Let them know this is one of the Options while doing the campaign. They can create a PSA. All campaigns require a Seatbelt check before the kick-start of the campaign and post campaign, as you see here). They can have a Banner signing.
- Halloween and Holiday next. For the Halloween campaign, you can have a trick or treat booth. You can participate in the Town Holiday Parade with a float. The options are numerous!

- Interactive Programs: ScanEd and Distracted Driving Simulator. YOVASO provides opportunities outside of the classroom. We have ScanEd: Physics of a Crash. \*Explain what Scan Ed is and what it does. We also provide distracted driving simulators that allow students to get behind the wheel of a golf cart and have real-life scenarios of distracted driving.
- Summer Leadership Retreat. We have an annual leadership retreat in June that is open to all member schools. The video will show the group what the retreat is all about!
- Discuss what your club has done campaign wise and with interactive programs. Talk about your experience at the retreat.

Your Role As a Peer Leader

- Emphasize that a peer leader doesn't mean taking over the club or that all responsibility falls on you. Good leaders encourage and help others to assume responsibility and take on leadership roles!
- Engage, Educate and Empower your club members. You will be in charge of training the new members of your school's club.
- Be welcoming and accepting to all members. Be a traffic safety role model to all students in your program and in your school. Be Responsible!
- Lead school programs, increase your knowledge on how to reduce risky driving behaviors, and use your voice to speak out about traffic safety.
- Plan and implement engaging club recruiting strategies, campaigns, and trainings.
- Implement a Code of Conduct/Rules for your club.
- Be a good facilitator listen to and encourage ideas from others. Let others help lead.
- Evaluate your programs, discuss what you learned after each project, and ask for help/assistance when needed.
- MAKE THIS PERSONAL. Talk about your experience with YOVASO. Talk about how you recruited, what your YOVASO group has done. Talk about how you have been a leader for your group.

Leadership Development Game: Silent Line-Up:

• This game is meant to help with communicating with others, as well as understanding other people. There are variations instead of middle name. It can be birthdays, where they were born. This game **can be** used before training your new members or after.

Training: How to Train Your New Members:

- Students will need to be able to use their perspectives for this part. I will be developing a template for them to use but they will need to add in their thoughts since it is supposed to be peer to peer.
- EMPHASIZE that it is important they give their own perspectives when training members!

Action Planning:

- Follow the bullet points on the Prezi.
- Inform the club they will begin working on their Action Planning Google Form once they have completed the training. They can start on the Form and the PDF together and then review their answers with the rest of the club members.

Membership Manual:

• Talk about and show the manual. Turn to the step by step guide in the manual and the other things that are important in the binder. This allows them to make the club their own.

- This will be a type of exit ticket. Get the group talking. Have them discuss how YOVASO Educates members. Then how YOVASO Engages. Finally, how YOVASO Empowers.
- Give them about three minutes to complete this. Do not take too long to do this unless you see that they are actually discussing YOVASO. If you see that they are talking about other things, you can move on.
- You can do this activity in small groups of two or three or you can do a whole group discussion. Depends on how many people are present for the training. If you do small groups, come back together as a whole group and discuss what they came up with.
- When talking about the three E's make sure they understand these things: (You do not have to say these verbatim)
  - **Engage** youth at the school and community level through peer-to-peer traffic safety programs that are innovative, impactful, and hands-on.
  - **Educate** youth on how to be safer and more responsible drivers, passengers, pedestrians, and bicyclists through peer-led campaigns, competitions, interactive programs, and social media messaging.
  - **Empower** youth with the responsibility, knowledge, and skills to influence a safe driving attitude (culture) in their schools and communities.

Last, but not least:

- This slide is self-explanatory! You can click on the website link and show them what the website looks like.
- If they have their phones, have them go ahead and like or begin following our social media pages. Have them explore the different accounts.
- Hit enter and it will take you back to the title page.
- Make sure to ask if there anyone has any questions!
- There is a QR Code the participants of the training need to scan and then complete the survey before they can be dismissed. They can use their phones or an iPad. Anything that will scan the QR Code. Give them a couple minutes to complete it. Ensure EVERYONE takes the survey.

That concludes the Peer Leadership Training!



3 E's: